

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

Docket Number (Optional)

WD2-98

Application Number

Not Yet Assigned

Applicant(s)

Jay S. WALKER et al.

Filing Date

Not Yet Assigned

Group Art Unit

Not Yet Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JAR	A.	4,603,232	07/29/86	KURLAND ET AL.			
JAR	B.	4,752,675	06/21/88	ZETMEIR			
JAR	C.	5,634,101	05/27/97	BLAU			
JAR	D.	5,682,429	10/28/97	CORDERY ET AL.			
JAR	E.	5,793,972	08/11/98	SHANE			
JAR	F.	5,794,210	08/11/98	GOLDHABER			
JAR	G.	5,805,810	09/08/98	MAXWELL			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
JAR	H.	WO 97/23838	07/03/97	PCT				
JAR	I.	WO 97/24678	07/10/97	PCT				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JAR	J.	Jane Hodges, "HOLDING E-MAIL ACCOUNTABLE", (http://www.acxiom.com), Copyright Date January/February 1997.
JAR	K.	Ken Magill, "DMI ROLLS OUT ACXIOM PREFERRED MAIL", (http://www.acxiom.com), Copyright Date October 13, 1997.

EXAMINER

J. A. R.

DATE CONSIDERED

11/01/01

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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JAR

L.

"ACXIOM PREFERRED MAIL GENERATES DRAMATIC INCREASE IN DIRECT MARKETING RESPONSE RATES", (<http://web.lexis-nexis.com>), Copyright Date October 6, 1997.

JAR

M.

"ARE CONSUMERS, BUSINESSES READY FOR E-MAIL MARKETING?", (<http://www.acxiom.com>) Copyright Date November 1997.

JAR

N.

"ACXIOM/DIRECT MEDIA, INC. OFFERS COMPLETE SOLUTION FOR INTERNET DIRECT MARKETERS; COMPANY PROVIDES "ONE-STOP-SHOPPING" FOR INTERNET DM CAMPAIGN MANAGEMENT", (<http://web.lexis-nexis.com>) Copyright Date May 11, 1998.

JAR

O.

"POSTAL PRODUCTS", (<http://www.acxiom.com>) Download Date November 30, 1998.

JAR

P.

"MERGE PURGE SERVICES", (<http://www.acxiom.com>) Download Date November 30, 1998.

JAR

Q.

"NATIONWIDE DATA SERVICES", (<http://www.acxiom.com>) Download Date February 25, 1999.

JAR

R.

"AAA BEST MAILING LISTS", (<http://www.bestmailing.com>) Download Date February 25, 1999.

EXAMINER

Jay A. Walker

DATE CONSIDERED

11/01/01

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

Docket Number (Optional)

WD2-98-06

Application Number

09/267,489

#5

Applicant(s)

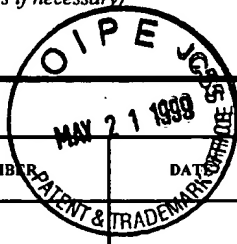
Jay S. Walker et al.

Filing Date

March 11, 1999

Group Art Unit

2756



U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

9M2	A.	"PRO CD TAKES PRIDE IN 1996 ACCOMPLISHMENTS; ANTICIPATES FUTURE GROWTH; ACQUISITION BY ACXIOM (R) AND THIRD PARTY ENDORSEMENTS ENRICH BRAND," PR Newswire, Financial News Section, December 30, 1996.

EXAMINER <i>Ja A. R.</i>	DATE CONSIDERED 11/01/01
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